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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/796,485	03/09/2004	Steven M. Stone	940472,267909	2291
85426	7590	10/22/2009		
Moore & Van Allen, PLLC for Lowe's Companies, Inc. 430 Davis Drive, Suite 500 P.O. Box 13706 Research Triangle Park, NC 27709			EXAMINER	
			RUDY, ANDREW J	
			ART UNIT	PAPER NUMBER
			3687	
		MAIL DATE	DELIVERY MODE	
		10/22/2009	PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/796,485	Applicant(s) STONE ET AL.
	Examiner Andrew Joseph Rudy	Art Unit 3687

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED. (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on **27 July 2009**.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) **2-13,66-78 and 131-143** is/are pending in the application.

4a) Of the above claim(s) **9-13, 66-78 and 131-143** is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) **2-6 and 8** is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date _____

5) Notice of Informal Patent Application

6) Other: _____

DETAILED ACTION

1. The January 26, 2009 Final Rejection is withdrawn. Claims 7, 9-13, 66-78 and 131-143 remain withdrawn from consideration.

Claim Rejections - 35 USC § 103

2. Claims 2-6 and 8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rice et al., US 7,330,585.

Rice discloses a system, e.g. Figs. 1-25D and related text, comprising a processing element, e.g. claims 28, 29, 48, 49, a graphical user interface, e.g. col. 4, lines 20-28, and purchasable items, e.g. 1102, 2278, 2802, that may be visualized, e.g. col. 16, lines 1-23. Applicant's claim language is replete with intended use claim language, e.g. claim 6, lines 1, 3 "for facilitating . . . capable of proposing" that is not given as much patentable weight as positively recited claim language, e.g. "A system." Official Notice is taken that receiving data for a purchasable item and visualizing such by a customer having a preference has been common knowledge in the business art. To have provided such for the system of Rice would have been obvious to one of ordinary skill in the art.

3. Further pertinent references of interest are noted on the attached PTO-892.
4. Applicant's Information Disclosure Statement (IDS) received April 14, 2009 has been reviewed. Note the attached IDS.

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew Joseph Rudy whose telephone number is 571-272-6789. The examiner can normally be reached on Monday thru Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew S. Gart can be reached on 571-272-3955. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Andrew Joseph Rudy/

Primary Examiner, Art Unit 3687